

**CLAIM AMENDMENTS:**

Please amend claims 24, 26, 32 and 36-42, as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim.

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Claims 1-23. (Canceled)

24. (Currently Amended) A product for use with a telephonic-interface control system accessed through a telephone communication facility from a telephone, said product to be processed by said telephonic-interface control system in accordance with one specific telephone processing format to be selected from a plurality of telephone processing formats, said product comprising:

a base substrate having printed thereon telephone number data indicative of a toll free number, which is to be entered by a caller via a telephone to thereby gain access to at least certain operations of said specific telephone processing format;


said base substrate further having printed thereon unique identification data relating to said specific telephone processing format which unique identification data is to be entered by a caller via said telephone to thereby gain access to said certain operations of said specific telephone processing format, said unique identification data further serving as a consumable key that is tested by said telephonic-interface control system to provide an indication that it has not been consumed by prior use before allowing said caller to gain access to said certain operations of said specific telephone processing format;

a concealing layer over at least a portion of the unique identification data; ~~and~~

said base substrate still further having printed thereon additional machine-readable data corresponding at least in part to said unique identification data for verification to establish a correlation between at least certain of the additional machine-readable data and at least certain of the unique identification data for processing data relating to the product including tracking the product; and

said base substrate further including another unconcealed indicia.

25. (Previously Added) A product according to claim 24, wherein said base substrate further comprises:



a visual symbolic graphic representation indicating a name or a theme relating to said specific telephone processing format, said visual symbolic graphic representation visible to said caller upon purchase.

26. (Currently Amended) A product according to claim 24, wherein said additional data is a ~~machine-readable~~ machine-readable code which allows a retailer from whom said caller directly purchases the product to automatically process data relating to said product maintained by said telephonic-interface control system.

27. (Previously Added) A product according to claim 24, wherein said base substrate further has printed thereon a value assigned to the product.

28. (Previously Amended) A product according to claim 24, wherein at least a portion of said unique identification data is concealed by the concealing layer until purchased by said caller.

29. (Previously Added) A product according to claim 24, wherein said consumable key only entitles said caller to a one time use.

30. (Previously Amended) A product according to claim 24, wherein said telephone number data printed on said base substrate which is entered by a caller is one from a plurality of called numbers relating to called terminal digital data automatically provided by said telephone communication facility to identify said one specific telephone processing format from said plurality of telephone processing formats.

31. (Previously Added) A product according to claim 24, wherein calling terminal digital data corresponding to said telephone from which said caller enters said telephone number data is used by said telephonic-interface control system to control access to at least certain operations of said specific telephone processing format.

32. (Currently Amended) A plurality of products for use with a telephonic-interface control system accessed through a telephone communication facility from a telephone, said products to be processed by said telephonic-interface control system in accordance with at least one specific telephone processing format selected from a plurality of telephone processing formats, said plurality of products comprising:

at least one base substrate of at least certain of said plurality of products having printed thereon specific telephone number data indicative of a toll free number, which is to be entered by callers via a telephone to thereby gain access to certain operations of at least said one specific telephone processing format;

said base substrate of each of said plurality of products having printed thereon a unique identification data relating to said specific telephone processing format which is to be entered by callers via said telephone to thereby gain access to said at least certain operations of one specific telephone processing format, said unique identification data tested by said telephonic-interface control system to provide an indication that limits specified on the use of said products have been satisfied before allowing said callers to gain access to said at least certain operations of said one specific telephone processing format;

a concealing layer over at least a portion of the substrate that has at least a portion of the unique identification data printed thereon; and

said base substrate further having printed thereon additional machine-readable data correlating at least in part to said unique identification data in accordance with a relationship known to a provider of said products for control purposes; and

said base substrate further including another unconcealed indicia.

33. (Previously Amended) A plurality of products according to claim 32 wherein at least a portion of said unique identification data on said products is concealed by the concealing layer until purchased by said caller.

34. (Previously Added) A plurality of products according to claim 33 wherein said base substrate of each of said products further has printed thereon a particular value assigned to each of the products.

35. (Previously Added) A plurality of products according to claim 32, wherein at least one base substrate of other of said plurality of products having printed thereon different telephone number data which is to be entered by callers via said telephone to thereby gain access to certain operations of at least another specific telephone processing format.

36. (Currently Amended) A ~~product~~ plurality of products according to claim 32, wherein said base substrate further comprises:


a visual symbolic graphic representation indicating a name or a theme relating to said specific telephone processing format, said visual symbolic graphic representation being visible to said caller upon purchase.

37. (Currently Amended) A ~~product~~ plurality of products according to claim 32, wherein said base substrate further has printed thereon a value assigned to the product.

38. (Currently Amended) A ~~product~~ plurality of products according to claim 32, wherein said limit on use entitles said caller to a one time only use of at least certain operations of said one specific telephone processing format.

39. (Currently Amended) A ~~product~~ plurality of products according to claim 32, wherein said limit on use entitles said callers with said unique identification number to gain access to at least said certain operations of said one specific telephone processing format to a limited number of times.

40. (Currently Amended) A ~~product~~ plurality of products according to claim 32, wherein said limit on use entitles said callers with said unique identification number to gain access to at least said certain operations of said one specific telephone processing format up to an extent of a limited dollar value.



41. (Currently Amended) A product for use with a control system accessed through a telephone communication facility from a telephone instrument, said product to be processed by said control system in accordance with one specific format selected from a plurality of processing formats, each of said processing formats being identified with a different telephone number that provides access to it, said product comprising:

a base substrate having printed thereon telephone number data indicative of a toll free number, which is to be entered by a caller via said telephone instrument to thereby gain access to said specific telephone processing format;

a concealing layer on at least a portion of said base substrate concealing at least a portion of a unique identification data printed on said base substrate and relating to said specific telephone processing format, said unique identification data to be entered by a caller via said telephone instrument to thereby gain access to at least certain operations of said specific telephone processing format, said unique identification data tested by said

control system for providing an indication to said control system that the product has not reached a limit on use specified for it in order to entitle said caller to gain access to said certain operations of said specific processing format;

said base substrate having printed thereon additional machine-readable data corresponding in part to said unique identification data in accordance with a relationship developed by a provider of said product; ~~and~~

wherein said product is purchased by a caller at a retail facility; and

said base substrate further including another unconcealed indicia.

42. (Currently Amended) A ~~plurality of products~~ product according to claim 41 wherein said base substrate of each of said products further has printed thereon a particular value assigned to each of the products.

43. (Previously Added) A product according to claim 41, wherein said base substrate further comprises:

a visual symbolic graphic representation indicating a name or a theme relating to said specific telephone processing format, said visual symbolic graphic representation visible to said caller upon purchase.

44. (Previously Added) A product according to claim 41, wherein said base substrate further has printed thereon a value assigned to the product maintained by said provider of the product.

45. (Previously Added) A product according to claim 41, wherein said caller with said unique identification number is entitled to gain access to said certain operation of at least said one specific telephone processing format during a defined interval of time.

46. (Previously Added) A product according to claim 41, wherein limit on use entitles said caller with said unique identification number to gain access to said certain operations of at least said one specific telephone processing format only one time.

47. (Previously Added) A product according to claim 41, wherein said limit on use entitles said caller with said unique identification number to gain access to said certain operations of at least said one specific telephone processing format a specified number of times.

48. (Previously Added) A product according to claim 41, wherein said limit on use entitles said caller with said unique identification number to gain access to said certain operations of at least said one specific telephone to an extent of a limited dollar value.

49. (Previously Added) A product according to claim 41, wherein calling terminal digital data corresponding to said telephone from which said caller enters said telephone number data is used by said telephonic-interface control system to control access to at least certain operations of said specific telephone processing format.